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## ABSTRACT OF THE DISCLOSURE

A tree-structured workflow control and a tree-structured report selection control allow users to easily display data and generate reports, without having to actively determine the various measures and dimensions to be displayed in various interactive views of the data and various simple and advanced reports. By linking predetermined sets of dimensions, measures and views to predetermined workflow control entries and report selection entries in a tree structure having labels on the branches and leaves that are logically related to the associated predetermined sets, the user can immediately obtain a data visualization perspective or a report without having to actively select the particular dimensions and measures for display, and without having to actively arrange the selected dimensions into a multi-dimensional view. The user can also alter the particular dimensions and/or measures being displayed and associate the user's selection with a new predetermined entry in the tree-structured workflow and report selection controls.